

CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: City Of Lodi Year 2000 Steering Committee Update

MEETING DATE: January 14, 1999 (Joint Luncheon Meeting)

PREPARED BY: City Clerk (Staff Liaison) and Year 2000 Steering Committee Chairperson

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: In February 1997, at the suggestion of Council Member Mann, the City Council created the Year 2000 Steering Committee, which was to be made up of seven community representatives. At the City Council meeting of September 3, 1997, the City Council concurred with Mayor Pennino's appointments to the Committee as follows:

- Cynthia Haynes
- Robert Lechner
- Joanne Mounce
- Evelyn Olson
- Doreen Rice
- Myrna Wetzel

Erin Ianni, who is expecting a child shortly, has resigned from the Committee. The City Council will be asked at the January 20, 1999 meeting to direct the City Clerk to post for this vacancy.

In addition, the City Council also approved appointing a representative from the Greater Lodi Area Youth Commission, the Lodi Arts Commission, the Parks and Recreation Commission and the Senior Citizens Commission. The following people represent these commissions:

- Christina Wright, Greater Lodi Area Youth Commission
- Theo Vandenberg, Lodi Arts Commission
- Elvera Melby, Parks and Recreation Commission
- Terri Whitmire, Senior Citizens Commission

City Clerk Alice Reimche was designated to serve as staff liaison to the Committee.

Representative(s) from the Lodi Unified School District (LUSD) attend Committee meetings regularly and have been a vital link in assisting with events and activities involving area students.

At its organizational meeting on January 14, 1998, the Committee elected Robert Lechner to serve as its Chairman.

Monthly meetings are being held on the second Tuesday of each month at 5:45 p.m. in the Carnegie Forum. A great deal has been planned and accomplished since the initial meeting of this Committee.

A City-wide contest was held to create a logo. Vickie Marzolf was the winner of the contest and was presented with the \$500 cash prize at the June 17, 1998, City Council meeting. This logo has been and will be used extensively during the year of celebration.

APPROVED: _____
H. Dixon Flynn -- City Manager

October 8, 1998, Hotel Lodi Inaugural Historical Event

On October 8, 1998, the Year 2000 Inaugural Historical Event was held at the Hotel Lodi. This event was held in conjunction with the Lodi Gateway Dedication. The Lodi Historical Society took this occasion to unveil a plaque designating the building as an historical site. The event included a photographic display of historical pictures of the City of Lodi and a reception. Commemorative wine glasses depicting a 1915 Grand Opening picture of the Hotel Lodi were given to those in attendance. It was a wonderful event, and it received rave reviews from those in attendance.

Rededication Of The Crepe Myrtle As The Official Tree Of The City Of Lodi

Many years ago, the City Council designated the Crepe Myrtle as the official tree of the City of Lodi. For many years the Lodi Rotary Club presented each of its members with a gift of a Crepe Myrtle in recognition of this fact. Without dispute, many of the older areas of Lodi reflect these plantings which now have grown into a beautiful abundance of vibrant color throughout our City.

The Year 2000 Steering Committee approached the presidents of the three Rotary Clubs; namely, the Lodi Rotary Club, the Lodi Sunrise Rotary Club, and the Lodi-Tokay Rotary Club explaining the history of this lovely tradition.

The three clubs were quick to respond that they would very much like to see the tradition revived and jointly purchased 600 trees for distribution to their membership. At the October 7, 1998, City Council meeting, at the request of the Year 2000 Steering Committee and the three Rotary Clubs, the City Council adopted Resolution No. 98-141 redesignating the Crepe Myrtle as the official tree of the City of Lodi.

Verne Weigum of Weigums Nursery very generously has agreed to work with this program and provide Crepe Myrtle trees to the three Rotary Clubs at a very attractive price. We are most grateful to Mr. Weigum for his dedication to this community.

December 3, 1998, Parade Of Lights

The Year 2000 Steering Committee decorated the new City of Lodi electric powered pickup to be used as an entry in the December 1998 Parade of Lights. Eight children were dressed in M & M's candy costumes and were prepared to hand out hundreds of packets of M & M's to children watching the parade. It should be noted that M & M's are the official candy of the new millennium.

Unfortunately, moments before the parade started, the vehicle died and could not be started, although, it had a full charge. The vehicle had to be towed away and we regretfully were without an entry.

January 9, 1999 And January 23, 1999, Ready, Set, Go – Lodi 2000 Event

The City of Lodi Year 2000 is presently planning a January 1999 family event, which has been entitled, "Ready, Set, Go – Lodi 2000". This event is geared toward Lodi families and their children of all ages. The first segment of the event will be a teen dance being held in cooperation with the Greater Lodi Area Youth Commission at Hutchins Street Square on Saturday, January 9, 1999, between the hours of 3:00 p.m. – 6:00 p.m. Fliers regarding this event have been reproduced and distributed to all students in LUSD Middle Schools and High Schools. There will be no charge for students to attend this dance. There will be instructions given on the latest rage, swing dancing, and, of course, refreshments will be served. We welcome your willingness to join with members of the Year 2000 in chaperoning this dance.

Between 3:30 p.m. – 6:30 p.m. on Saturday, January 23, 1999, the City of Lodi Year 2000 Steering Committee, in cooperation with Camp Hutchins, Lodi Boys and Girls Club and the City of Lodi Parks and Recreation Department, will be hosting a family event at Tokay High School.

Each of the following venues will be focused on a well-known local site or event, such as Micke Grove, Lodi Grape Festival, the Lodi Arch, etc.

Camp Hutchins

Camp Hutchins will be working with the 4 – 6 year old children and their families and has planned an afternoon of games, contests, face painting, and activities appealing to that age group and their parents. Arrangements have been made to bring a load of snow for a snow castle building contest. Zoo personnel from Micke Grove will be present with animals to add to the fun.

Lodi Parks and Recreation

The Lodi Parks and Recreation Department will be working with the 7 – 9 year old children and their families. They have planned an afternoon of events including venues entitled, "Pipe Dreams", "Newspaper Relay", "Swing It" and "Chain Link".

Lodi Boys and Girls Club

The Lodi Boys and Girls Club will be working with the 10 – 12 year old youngsters and their families. Their theme is the Lodi Grape Festival and their activities bear the following titles: "Steal the Grape", "Guarding the Grape", "Stomp the Grape" and "Working the Fields".

Telephone contacts have been made and follow up letters have been sent to all major Lodi service clubs requesting their support in providing funds to be used toward prizes, materials needed, etc. Several club presidents have indicated their willingness to assist us and will formally advise us as soon as they meet with their boards.

This fun-filled day will end with barbecued hot dogs, chips, soft drinks, etc., which is being provided by the Lodi Electric Utility Department. We would ask that members of the Lodi City Council join with members of the City of Lodi Year 2000 Steering Committee in barbecuing.

The City of Lodi Year 2000 Steering Committee has from day one focused on events that would appeal to Lodi families with children of all ages with the hope that this year leading to the new millennium will be remembered as a very special time in this community. The Committee, in cooperation with the Greater Lodi Area Youth Commission, Camp Hutchins, the Lodi Boys and Girls Club, the Lodi Parks and Recreation Department, local service clubs and the Lodi Electric Utility Department have teamed together to provide a free event which should be a very memorable experience for all those attending. It is anticipated that 500 or more will be in attendance. With the generous contributions we anticipate receiving, the cost for this event should be very minimal to the City.

Carrow's Restaurant and Valley Cinema have graciously consented to provide a grand prize of a family night out with dinner and a movie at a time they select.

Art Contests

Art contests are being held in LUSD and local private schools for prize winning entries that will be duplicated and sold to local restaurants to be used as paper place mats for young children visiting their eateries. To date local restaurants have indicated they would be willing to purchase approximately 30,000 place mats to be used at their businesses during this coming year. The series will include four different winning entries to be issued throughout the year.

The winners of these contests will be appearing before the City Council to be recognized for their winning entries and to receive their prizes. The first winners will be awarded their prize at the January 20, 1999 City Council meeting.

We are most grateful to Barnes and Noble who has very generously contributed money toward the gift certificates purchased for the prizes.

There will also be writing contests for older LUSD and community private school students. Again, the winner(s) will be appearing before the City Council to be acknowledged and receive their prizes. Local book stores and Barnes and Noble have generously agreed to assist with the prizes be awarded to winning students in this contest.

City Of Lodi Workbook

Local artists and members of the Lodi Arts Commission are working on a City of Lodi Workbook for youngsters in the community. These workbooks will depict life in Lodi and will consist of pages to color, crossword puzzles, word hunts, dot-to-dot skills, word jumbles, etc. It is the hope of the Committee that proceeds from the year's events and product line will provide funds for printing a large quantity of these workbooks for distribution to the children in the community.

March 1999

In March 1999, the Year 2000 Steering Committee will have a presence at the Annual Spring Wine Show held at the Lodi Grape Festival. We will keep you apprised as plans are finalized for this event as it pertains to this Committee.

May 1999

Once again the Year 2000 Steering Committee will have a booth at the Lodi Street Faire apprising the community of the forthcoming planned events and selling items from the City of Lodi Year 2000 product line.

June 1999

The Committee will have a booth at the Festa Italiana providing information regarding its activities leading up to the Year 2000 and selling items from the City of Lodi Year 2000 product line.

July 1999

The Year 2000 Steering Committee will also be involved in the Oooh Ahhh Festival at Lodi Lake Park.

September 1999

The Year 2000 Steering Committee will have a booth at the Lodi Grape and Wine Festival and will be involved in the Young Renaissance Art Show and the Lodi Arts Commission Jazz Festival.

October 1999

During October 1999, the Committee will once again have a booth at the Lodi Street Faire and will hold a celebration to commemorate Lodi's 93rd birthday.

December 1999

In December 1999, the Committee will have an entry in the Parade of Lights.

January 2000

A grand finale event is being planned for January 2000. We have been approached by other organizations in the community that want to partner with the Committee in this event. Plans are in the very early stage; however, it is hoped that we can plan a family event, a second event that would appeal to adults in our community, and perhaps conclude with a fireworks display.

Development and Sales of Lodi Year 2000 Product Line

The Committee has worked with Lodi Screen Arts in producing a Year 2000 T-shirt which has been selling very successfully at a variety of City events. For each T-shirt sold, an approximate \$5.00 profit is realized. A number of Lodi stores have indicated their willingness to purchase a quantity of shirts for sale in their stores during 1999.

A Year 2000 polo shirt has also been designed and has been purchased by employees in a number of City of Lodi departments to be worn during 1999.

The Committee has developed a line of Lodi gift packs, which are being offered for sale. These have been sold at the Lodi Grape and Wine Festival and the Street Faire. During the holidays we were barely able to keep up with the orders. Word continues to spread throughout the community and orders just keep coming in. These gift packs feature Lodi products, commemorative wine glasses and commemorative wine.

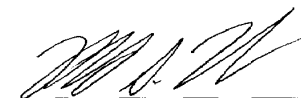
As of this writing, we are absolutely delighted to inform you that approximately \$8,825 has been returned to the City's coffers from sales. Members of the Year 2000 Steering Committee have volunteered hundreds of hours to assist in the packaging of these gift packs. It has been necessary for Carol Marvel to assist in this major packaging effort because of the number of orders received during the holiday season. A very substantial profit has been realized from this effort which will be used for the various events.

Community Update Y2K

The Committee has been asked to broaden its scope in providing information to the community in bringing the community into Year 2000 compliance. The proposal was presented to the Committee at its last meeting, and it welcomed this opportunity in a most positive way.

We envision bringing representatives from LUSD, Lodi Memorial Hospital, the Chamber of Commerce and from private industries in Lodi to serve as ad hoc members of the Year 2000 Steering Committee to keep Lodi well informed as to what has been accomplished in this very important compliance program. Information will be provided in a variety of ways to keep the community informed of the progress. Workshops will be held to receive input from the Committee and the community at large. Information Systems Manager Helmle and members of the Information Technology Committee will most certainly be actively involved.

It is very important to this Committee that it receive City Council support for its efforts and reassurance that what is being planned meets with Council approval. The Committee looks forward to the January 14, 1999 meeting to receive City Council input and direction as it goes forward with the planned events and product line leading up to the new millennium.



Rob Lechner
Chairman
Year 2000 Steering Committee



Alice M. Reimche
Staff Liaison
Year 2000 Steering Committee

FUNDING: None required.

AMR/jmp